LEO BURNETT COMPANY, Jac.

At No. 872-Rep. No. 51201 - Page, 30/91-7420 inch-Toluma Trade, 1970 (Book §2)

"Raise Your Profits by Controlling Warehousing, Delivery and Sales Costs"

Philip Morris/McKinsey Study for Tobacco Distributors—another door to greater profits



"How to Raise Your Profits by Controlling Warehousing, Delivery and Sales Costs: "deals with positive specy our can take to improve the operation and profit structure of your business." Tables and graphs held you canalyze your procedures. Some of the suggestions that are made are easy to implement, others not acleasy, but each is designed to help you in-

If you are serious about increasing you profits, get this fact-filled book. It's one of series that has been developed for you from the Philip Morris/McKinsey Study. For mon information, contact your Philip Morris Area Manager — Distributor Sales today, or write Philip Morris U.S.A., Dept. B, 100 Park Ave.,

Philip Morris